



## ***AOT in Action***

### **TOURISM WORKS FOR ARIZONA!**

*Issue 124 – September 5, 2006*

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

I hope everyone had a safe and enjoyable Labor Day holiday weekend! With national fuel prices slipping down to around \$2.90 per gallon, AAA expected no let up in travel for the Labor Day holiday weekend. AAA estimated that 35.2 million Americans would travel 50 miles or more from home this holiday, a 1.2 percent increase from the 34.8 million who traveled last year. Approximately 29.6 million travelers (84 percent of all holiday travelers) expected to go by motor vehicle, just over the 29.1 million who drove a year ago.

Just more than a week ago, I joined Governor Janet Napolitano and the governors of Texas, New Mexico and California and their counterparts from neighboring Mexican states for the United States-Mexico Border Governor's Conference XXIV in Austin, TX. As Mexico is our number one international tourism market, it is vitally important that Arizona stay at the forefront of any discussions that could impact border crossings, immigration and our relationship with Mexico. Governor Napolitano led the charge among the U.S. Border states' leaders urging Congress to stop wasting time and take immediate action on immigration reform. The bipartisan letter, sent to House Speaker Dennis Hastert and Senate Majority Leader Bill Frist and signed by Governor Napolitano and her four counterparts, chastises congress for failing to take action on meaningful immigration reform this year. In addition, the governors remained committed to enhancing the quality of life in border communities by building programs to revitalize and stimulate the region, thereby making them centers for economic activity.

Immigration reform is of vital importance to Arizona's tourism industry, as it impacts a great percentage of the 313,000 jobs that keep our industry at the forefront of Arizona's

economy. I encourage all of you to visit the Arizona-Mexico Commission Web site at [www.azmc.org](http://www.azmc.org) to view the latest news from the Conference and to keep up-to-date on the border and immigration issues that will ultimately affect the tourism industry.

Have a great week.



Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### Arizona Well-Represented in Canada and Japan Tour Operator Brochures

The Arizona Office of Tourism targets Canadian and Japanese travelers and has in-market representatives in both countries. Every year the international representatives complete an inventory of all tour operators in their market who offer product to Arizona. This inventory highlights not just the operators, but also provides specific details on the hotels they use, the destinations they visit throughout the state and the types of programs they sell. In brief:

- In Canada, Arizona is heavily featured with 65 tour operators offering Arizona as a destination.
- In Japan, the number of Arizona tours created increased 38 percent from 1,713 tours in FY06 to 2,364 tours in FY07.

The product inventories from Canada and Japan (as well as Germany, United Kingdom and Mexico which were released earlier) are currently available for \$75 each. For more information please contact Loretta Belonio at 602-364-3725 or [lbelonio@azot.gov](mailto:lbelonio@azot.gov).

## Trippin' with AOT

### The Grand Canyon State in the Emerald Isle

The Arizona Office of Tourism will exhibit at the Tour America Consumer Travel Show in Dublin, Ireland on October 7th and 8th 2006. The show expects to attract approximately 15,000 people during the two day event. AOT is offering the opportunity to have your brochures distributed for \$200 (plus shipping). Space is limited to four partners. If you are interested in participating in this event, please contact Kristy McKinnon at: (602) 364 3696 or at [kmckinnon@azot.gov](mailto:kmckinnon@azot.gov)

### Travel Media Showcase

Last week, Heather Koncilja in the media relations division, traveled to Fayetteville, North Carolina, to attend Travel Media Showcase. Heather had one-on-one, 15-minute

appointments with more than 30 travel writers from across the United States and Canada. Ideas were pitched to the writers based on their interests, and the media relations division will be following up over the next couple of weeks to get the writers the information they need. For more information, contact Heather at [hkoncilja@azot.gov](mailto:hkoncilja@azot.gov).

### AOT Brings a Taste of Arizona to Toronto

Last week, the Arizona Office of Tourism set up camp outside Union Station in Toronto, which is the Canadian equivalent of Grand Central Station in New York. The goal of the promotion was to educate residents of Canada's largest metropolitan area about Arizona and to tout the upcoming Grand Canyon IMAX Road Show, which will make a stop in Toronto on September 26. It is estimated that more than 150,000 people pass through Union Station each day, and these residents were treated to a selection of Arizona collateral and an amazing performance by World-Champion Hoop Dancer Tony Duncan. In addition, the promotion generated quite a media buzz, with several morning television shows and newspapers covering the action. Arizona experienced a 19 percent increase in Canadian visitation last year, and AOT is investing more in reaching the consumers, travel trade and media in this market to build on that success.

## Promoting - AZ - Advertising

### Request for Images

The Arizona Office of Tourism (AOT) is requesting images that could be made available for AOT's use at no charge. Images will be used for non-commercial destination promotional purposes, specifically, the Official State Visitor's Guide. In addition, the images may be used in printed materials (advertorial/special sections, AOT brochures/fliers, print ads, posters, postcards), collateral materials (outdoor boards, booth displays, brochure shells for travel agents, direct mail, etc.) and on the Internet (banner ads and buttons, e-postcards, e-newsletters, as well as [arizonaguide.com](http://arizonaguide.com) and [azot.gov](http://azot.gov)). AOT will not release the provided images to third parties (except those publications or companies contracted on behalf of the Arizona Office of Tourism to produce said materials). All images will be retained on file.

Please submit images via e-mail or CD along with a completed Image Information Form as soon as possible. The Image Information Form can be found at [www.azot.gov/documents/Photo Information form.pdf](http://www.azot.gov/documents/Photo%20Information%20form.pdf) and should be completed for each image submitted or you may list multiple photos on one form if ALL the information is the same for each photo. If you would like to send images via email, please send them to [tgomes@azot.gov](mailto:tgomes@azot.gov) with the Image Information Form attached and then send the signed form via regular mail or fax so AOT will have a hard copy on file.

We prefer digital photos with the following specifications:

- 300 dpi
- at least 5 x 7 inches in size
- .jpg format

If you would like to send a CD, please ship to the following address:

Arizona Office of Tourism  
Attn: Traci Gomes  
1110 West Washington, Suite 155  
Phoenix, Arizona 85007  
(602) 364-3705  
(602) 364-3702 Fax

We appreciate your help in promoting Arizona. Please contact Traci Gomes at [tgomes@azot.gov](mailto:tgomes@azot.gov) with any questions.

## Industry News

### Arizona Receives \$515,549 in Scenic Byways Grants

Acting Secretary of Transportation Maria Cino has selected 309 projects in 45 States to receive a total of \$25.5 million in discretionary National Scenic Byways Program grants in 2006. Since 1992, the National Scenic Byways Program has provided more than \$275 million in funding for 2,181 State and nationally designated byway projects in 50 States, Puerto Rico and the District of Columbia. Arizona has received 2006 National Scenic Byways Discretionary funding for ten new Scenic Byways Grants totaling \$515,549. The approved projects include several enhancements on the Navajo Nation, improvements to Route 66, and more. Visit [www.ArizonaScenicRoads.com](http://www.ArizonaScenicRoads.com) for more information on Arizona's current Scenic Roads.

### TIA Salutes World Tourism Day, Coming September 27

The U.S. travel industry will formally recognize World Tourism Day for the first time ever in September. Sanctioned by the World Tourism Organization, this annual event provides an excellent platform to educate state and community leaders about the power of travel in a global context. Consider staging a media event or local celebration recognizing this special day. TIA and WTO materials for World Tourism Day will be posted soon on [www.tia.org](http://www.tia.org).

### JetBlue to Launch Flights to 6 New Cities

JetBlue Airways will begin service to one new city every week for six weeks, starting this week with nonstop service between Nashville and New York's Kennedy Airport. "By Oct. 3, JetBlue will have added 14 new destinations to our network this year, but six new cities in six weeks is a new record," said David Neeleman, founder and CEO of the carrier. The six new destinations are Nashville, Houston, Aruba, Sarasota, Tucson and Columbus. (ModernAgent.com, 8/31)

### Los Angeles Area CVBs to Merge

The Beverly Hills Conference & Visitors Bureau, Marina del Rey Convention & Visitors Bureau, Santa Monica Convention & Visitors Bureau and West Hollywood Convention & Visitors Bureau have joined forces to create the new L.A. Westside Tourism Partnership. A new Web site ([www.westla.com](http://www.westla.com)) is being launched to provide information on the region's offerings and attractions. Two- and four-day itineraries are being created, as well as a Visitor Information Center resource card with an area map and contact details

for visitor center locations in the region. (TravelAgent Central.com, 8/30)

### **Study: Business Travelers Remain Loyal To Brand Name Hotels**

Business travelers prefer branded, full-service lodging, according to a new study says TravelMole. The yearly National Business Travelers Monitor prepared by Yesawich, Pepperdine, Brown & Russell also found:

- Business professionals prefer recognizable national chains.
- One-third of those surveyed preferred all-suite accommodations, a number which was up significantly since the late 1990s.
- Modestly-priced accommodations are still often preferred, but there's been a "significant" shift with a decline in preference for moderate and a rise of interest in economy lodging.
- Smaller properties of less than 300 rooms are still preferred over larger properties.
- Three brands dominate business traveler preferences: Marriott, Holiday Inn and Hilton.

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